

## BUILT ENVIRONMENT

**West of Ninth Vision** – LCCC was awarded the Sustainable Design Assessment Team planning grant by the American Institute of Architects in January 2015 to support its West of Ninth Visioning Plan for Muhammad Ali Boulevard between 6th and 32nd Streets. The team, along with community stakeholders, produced a report including short- and long-term recommendations for the corridor, which have been included in the Choice Neighborhood Transformation Plan (see below) for the Russell Neighborhood.

**Bridging the Divide** – To reimagine 9th Street as a welcoming gateway to west Louisville, Louisville Metro is initiating two projects. The first one is to enhance pedestrian connectivity at 9th and Main to support recent businesses and investments west of the intersection, specifically under the I-64 ramps where the city hopes to activate the underutilized space and enhance mobility and connectivity. A design team has been selected for this project, and work is slated to begin in Spring 2017. Second, Metro recently issued an RFP for a 9th Street corridor master plan focused on connectivity and safety with easily implementable strategies; a design team will be selected and, with the community, will begin work on the master plan in Fall 2016.

**Waterfront Phase IV** – This next phase of Waterfront Park will encompass 22 acres between 9th and 13th Streets, reconnecting west Louisville neighborhoods to the waterfront and downtown. A master plan for Phase IV was finalized in late 2015; the FY17 Metro budget includes \$950,000 for property acquisition and park development plans.

**River Road West** – To support the Waterfront Park Phase IV project, the city has started planning the extension of River Road westward which will better connect west Louisville with downtown. Federal and local funds totaling nearly \$489,000 were secured in February 2016 to develop Phase 1 design for the project; planning and design for the western extension of River Road is underway.

**Choice Neighborhood/Russell** – Louisville Metro Housing Authority (LMHA) was awarded a \$1 million Choice Neighborhood Action Grant in June 2016, in addition to the \$425,000 Choice Neighborhood Planning Grant announced in January 2015, for the redevelopment of the Russell neighborhood and Beecher Terrace public housing development. LMHA submitted a comprehensive \$29.5 million Transformation Plan application in June 2016; grant awards are expected to be announced in Fall 2016.

**Produce Park** – Showing how communities can reuse and revitalize vacant properties, Louisville Metro announced in July 2016 a new pocket park located at 30th and Muhammad Ali, which features fruit trees that residents can freely harvest.

**Cedar Street/Quinn Gardens** – Louisville Metro announced the Cedar Street/Quinn Gardens development of 26 new market-rate homes in the Russell neighborhood in August 2015, with home construction expected to begin in August 2016. Infrastructure and streetscape improvements should be completed by Fall 2016.

**Parkland** – This historic neighborhood is engaged in neighborhood planning with focus on the 28th Street commercial corridor, between Virginia and Dumesnil, addressing the stabilization of residential areas, renewing vacant and abandoned properties, enhancing mobility and connectivity and forging partnerships with local industries. The formal plan adoption process will begin in Fall 2016.

**New Housing** – From FY16 to FY17, public investment in housing development projects, including federal, state and local funds, increased from \$18 million to \$21 million and supported 26 current projects in west Louisville.

**Clean and Bright** – Since the launch of the Community-wide Cleanliness Index in 2014, Brightside has completed 226 neighborhood cleanups in west Louisville, leading to the removal of seven tons of litter and debris. Brightside engaged 7,894 volunteers in west Louisville in FY16.

**Trees** – Brightside's One Bright City initiative and the Division of Community Forestry partnered to plant 4,285 trees in west Louisville since concerted tree-planting efforts began in 2011, through June 2016.

**Victory Park** – Olmsted Parks and Metro Parks approved a master plan for this Olmsted-designed park at 22nd and Kentucky Streets in the California neighborhood. Construction will begin in November 2016 on the first phase, including relocating the basketball court, a new ¼-mile walking path, and new lighting, benches and trees, amounting to a \$350,000 investment.

**Louisville Loop** – West Louisville includes approximately 10 miles of the Louisville Loop, a 100-mile multi-use path that encircles the entire community, including the RiverWalk and the Southwestern and Algonquin Parkways connections to the Levee Trail in southwest Louisville. An approximate 2-mile section of the Loop along those parkways is under design with construction expected to begin in 2018. Preliminary engineering also has begun on a new 3.5-mile, shared-use path on the Campground Road section of the Loop which currently only has bike facilities. There also will be roadway reconfigurations to three miles of Algonquin, from Winkler to I-264, which will include the addition of bicycle lanes and a service road. It will begin construction in Summer 2018.

**Vacant and Abandoned Properties** – With a 9 percent reduction in vacant structures since June 2015, Louisville Forward's Office of Vacant & Public Property Administration has overseen 109 demolitions, 114 initiated foreclosures, 24 properties sold and acquisition of 17 properties. Due to the work of this important initiative, most of which occurs in west Louisville, residents are experiencing new investment and amenities, such as new homes, the Produce Park fruit orchard and the revitalization occurring in Russell.

**Neighborhood Revitalization Strategic Areas** – In addition to Shawnee and Portland having been designated by the U.S. Department of Housing & Urban Development as NRSAs, Russell also has been designated such an area, in order to target federal funding. Portland and Shawnee received \$2 million each for home rehabilitation and economic development. In FY17, Louisville Metro designated \$1 million to Russell.

## NEIGHBORHOOD HIGHLIGHTS

### RUSSELL

Louisville Metro Housing Authority awarded \$1 million Choice Neighborhood Action Grant for further redevelopment of Russell neighborhood and Beecher Terrace.

Gigabit Experience Center announced at the Louisville Central Community Center at 13th Street and Muhammad Ali Blvd. Louisville Metro also has added two 4G Wi-Fi hotspot Big Belly units.

### PARKLAND

Louisville Metro partnered with New Directions to rehabilitate two buildings containing seven new housing units at 1227 Cypress and 1400 Catalpa Streets.

### SHAWNEE

The Shawnee-Portland Home Incentive Program, formerly called Shine-On Shawnee, is a home repair program for new home purchasers in Portland, Shawnee and, most recently, Russell. \$250,000 was spent in FY16 in Portland and Shawnee.

### CALIFORNIA

The first phase of implementation of a master plan for Victory Park will begin in November 2016, including relocating the basketball court, a new ¼-mile walking path, and new lighting, benches and trees.

### ALGONQUIN

Louisville Metro and Louisville Metro Housing Authority purchased property at 3052 Wilson Avenue, which is being marketed to expand the surrounding retail node.

### CHICKASAW

Chickasaw and Parkland (40211) had the highest number of Cultural Passes distributed to children from all west Louisville neighborhoods, during Summer 2015, with more than 3,000 children taking advantage of the summer arts education program.

### PARK DUVALLE

New Cash Saver Market opening in Park DuValle, to continue service and quality groceries for the neighborhood at the former First Choice site.

### PARK HILL

Major expansions at Clariant and Great Northern led to more than \$100 million in investment and the creation of more than 60 new jobs.

### PORTLAND

Since its designation in HUD's NRSA program in 2012, 70 homes in Portland have been rehabilitated and two businesses received loans that allowed them to locate in the neighborhood.



## WEST LOUISVILLE Strategies for Success



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Louisville Metro Government has invested more than \$100 million in west Louisville in the last ten years – through city projects and private public partnerships – with projects such as the African American Heritage Center, Park DuValle revitalization, Shawnee Library expansion and other kinds of support such as business loans, infrastructure improvements and youth programming and social services. The focus on these investments will help meet the educational and social needs of residents and families, increase safety and improve amenities in neighborhoods and thus, provide an attractive place to do business. Mayor Greg Fischer’s administration is committed to the coordinated investments, resources and strategies that will be part of ongoing sustainable efforts to revitalize west Louisville. This document details a holistic approach to drive change.

ECONOMIC DEVELOPMENT

**Growing/expanding west Louisville businesses** – Since 2015, Louisville Forward has supported the creation of hundreds of new jobs in west Louisville, with four large projects representing an investment of \$103 million, three of which have committed to hiring from west Louisville.

- **Clariant** - \$100,000,000 investment, 41 new jobs
- **Harrison Equipment Co. (Great Northern)** - \$110,000 investment, 22 new jobs
- **Dant Clayton** - \$2 million investment, 65 new jobs
- **FMS Janitorial Services** - \$1.3 million investment, 120 new jobs

**METCO/Micro Loan programs** – More than 150 west Louisville businesses have received loans from Louisville Metro loan programs, leveraging more than \$27 million in private investment and creating approximately 450 jobs in the last 15 years. Businesses, such as V-Grits, Sweet Peaches and Harp Family Fitness also have received business development support to help open or grow their businesses.

**Cash Saver Market** – Louisville Forward worked with the developer and former operator of the Park DuValle grocery to ensure continuous service and quality groceries for the neighborhood. Cash Saver Market will open in September 2016.

**ChefSpace** – Created by Community Ventures in Russell, this new kitchen incubator opened in June 2015 with equipment and business advisors, and is home to 30 food entrepreneurs, two of whom are preparing to “graduate” and move into independent spaces. Louisville Forward staff regularly interacts with these tenants who are seeking business development assistance or financial planning to expand their operations and open a storefront.

**Nia Center** – This financial empowerment center is home to KentuckianaWorks’ Career Centers which assist with job training and placement, and Louisville Forward’s business clinic, which connects clients wanting to start or grow a business with resources to build a business or financial plan, receive business mentoring and counseling, or seek financial assistance. Still evolving, the Department of Community Services’ Financial Empowerment division will be moving into the Nia Center in Fall 2016, including Bank On Louisville and micro-business support. The business clinic served approximately 850 client visits in FY16, with 150 of those being new clients.

**Gigabit Experience Center** – Louisville Metro announced in August 2016 that it was one of three winning cities for the inaugural Charles Benton Next Generation Engagement Awards, for its plan to develop a Gigabit Experience Center at the Louisville Central Community

Center at 13th Street and Muhammad Ali Blvd, to provide access to digital training, entrepreneurship and civic engagement opportunities to an underserved community.

**Wi-Fi** – In addition to free internet hotspots in the Russell and Shawnee neighborhoods, Louisville Metro has added two 4G Wi-Fi hotspot Big Belly units. The public Wi-Fi network has engaged more than 1,500 residents and has allowed citizens to download over 135 gigabits worth of data in the past six months. Due to this success, the city again recently expanded the network in Russell and moved an under-utilized Big Belly unit to the Baxter Community Center.

**Louisville Independent Business Alliance** – LIBA and Louisville Metro have embarked on an initiative to grow locally-owned, independent businesses in west Louisville. A new initiative, Pay It Forward, was launched, pairing seasoned entrepreneurs with budding entrepreneurs in west Louisville to help mentor business growth and stability.

**We Hire Together** – A result of the 2014 Bingham Fellows program, Louisville Metro is a partner in this network initiative for west Louisville residents to connect to job readiness training, workforce support agencies and job opportunities. We Hire Together is in process of developing a mobile app for network connectors, those individuals who interact with a wide variety of residents on a regular basis, to easily connect their networks to jobs and related opportunities.

**Etsy Craft Entrepreneurship Program** – Louisville Metro and Etsy partnered in this pilot program at the Nia Center to provide micro-business training to underemployed, low-income adults with creative skills who can sell their products to new markets online. Since August 2015, this program has graduated 55 individuals, with 12 opening stores through Etsy.com. These courses run every two months.

**FastTrac GrowthVenture Program** – In July 2016, the city announced the launch of Kauffman Foundation’s FastTrac® Growth Venture™, catering to small businesses open at least three years who are ready to grow but don’t have the tools in place to reach the next step, be it a financial or strategic plan, or expanding operations or locations. The first session starts in late August 2016 and will be held at the Louisville Urban League.

**Wilson and Algonquin** – Louisville Metro and Louisville Metro Housing Authority (LMHA) purchased property at 3052 Wilson Avenue to keep it from being converted into a liquor store. The property is being marketed through Louisville Forward’s Small Business Development staff and LMHA, in an effort to expand the retail node.

**18th Street revitalization** – Louisville is experiencing a rebirth at the intersection of 18th Street and Broadway, which will benefit from major roadway improvements and will be home to a new WalMart and YMCA.



SAFETY, HEALTH AND COMMUNITY SERVICES

**Pivot to Peace** – After receiving \$188,122 in funding from CHI Mission and Ministry Fund Advisory Committee, the Office for Safe and Healthy Neighborhoods and community partners launched Pivot to Peace in April 2016, an initiative to build stronger, safer neighborhoods by linking adult survivors of violent gun and knife injuries to community resources. More than 90 percent of participants have accepted the help of case managers in this program’s first three months.

**Right Turn Grant** – Louisville Metro received two federal grants totaling \$2.25 million to match youth in the juvenile justice system with mentors, in an effort to turn their lives around. Started in early 2014, Right Turn and Right Turn 2.0 will have served a total of 500 youth by 2016. This grant spawned a new pilot program, **Relmage**, launched in November 2015, which targets young people, ages 18-24, who are facing adult misdemeanor charges. Program mentors and case managers help youth participants navigate the court system, connect with jobs and further their education by obtaining a GED or enrolling in college or training. Already exceeding its one year goal, Relmage has enrolled 104 participants, with 50 of those being employed. Both programs are currently serving approximately 550 youth. This cohort is obtaining program goals such as increased GED/HS diploma obtainment, engaging in restorative justice, completing service learning projects, and entering college or post-secondary training.

**One Love Louisville** – The Office for Safe and Healthy Neighborhoods released the One Love Louisville Youth Edition Plan in March 2016, and hosted the first “Youth Idea Challenge,” requesting ideas to promote youth safety from school aged youth across the city.

**My Brother’s Keeper** – The Office for Safe and Healthy Neighborhoods released the One Love Louisville: My Brother’s Keeper Action Plan in Summer 2015, as a strategy for improving the life outcomes of all young people to ensure that they can reach their full potential, regardless of where they come from, or the circumstances into which they are born.

**Zones of Hope** – In 2015, an additional community center was added to Zones of Hope, bringing the total to four (4) community centers (Shawnee, California, Newburg and Baxter) serving as Zones of Hope

hubs for the Safe and Healthy Neighborhoods’ Community Outreach and Engagement programs. Street Academy, an OST program by Louisville Urban League and JCPS for African-American boys in grades 4–6, focuses on academic, social and cultural well-being, has recently expanded in the four Zones of Hope.

**Nutrition Literacy** – Metro Parks received \$20,000 in FY17 for a second year of funding from National Recreation & Park Association for the Out of School Time Nutrition Literacy program. Parks has added four (4) sites, including the Shawnee Arts & Cultural Center, to implement the Healthy Eating & Physical Activity (HEPA) standards, bringing this literacy program to all Community Centers, in the second of a five-year commitment to the HEPA standards.

**Financial Stability** – Since its launch in 2010, Bank On Louisville’s financial institution partners have reported that more than 3,055 previously unbanked west Louisville residents have opened checking accounts. As of June 2016, Bank On has offered more than 785 classes to more than 10,500 participants (youth and adults) on topics such as budgeting, building credit, financial goal-setting, home equity, predatory lending and refinancing.

**Healthy Babies Louisville** – Launched in January 2016, Healthy Babies Louisville is a coalition comprised of leaders and key stakeholders from the city’s health systems, insurance providers and other agencies committed to driving policy change within their own organizations in order to ensure mothers and babies have better outcomes. This initiative will support the efforts of driving down the infant mortality rate, which is disproportionately higher in west Louisville.

**Health in All Policies** – Using baseline measures from 2010-11, the city has made measurable gains in several of the Health in All Policies goals:

- Increased the number of Louisville residents who have a primary care provider from 80 percent in 2013 to 81 percent in 2015.
- Increased the rate of colorectal cancer screening among adults age 50-75 from 66 percent in 2008 to 78 percent in 2015.
- Decreased the percentage of Louisville adults who smoke from 32.1 percent in 2008 to 24 percent in 2015.

EDUCATION

**Cradle to Career** – In the past year, Mayor Fischer’s Cradle to Career (C2C) has started or begun exploring two new opportunities: 1) participation in the Harvard By All Means: Redesigning Education to Restore Opportunity, an initiative aimed eliminating the link between children’s socioeconomic status and achievement; and 2) pursuit of Say Yes to Education, a national foundation that helps strengthen wrap-around supports and provide college scholarships for every graduating high school student.

**Simmons College of Kentucky** – Louisville Metro Government is partnering with Simmons College on its campus master plan and residence hall acquisition strategy.

**Mayor’s SummerWorks** – More than 4,200 teens participated in Summer 2016, surpassing 2015 participation; 700 low-income youth were directly assisted in finding summer work, with the majority of them receiving work-readiness training and on-the-job coaching throughout the seven-week program.

**Coding at the Beech** – Launched in January 2015 at Beecher Terrace, this program provides coding instruction twice a week to 15-18 year olds through the Code Louisville curriculum. In its second year, the program has graduated a total of 22 individuals, with a new class starting in Fall 2016.

**BLOCS Out of School Time (OST) Coordinating Council** – BLOCS works to ensure Louisville has quality OST programs for all children. Approximately 2,871 youth in 48 known OST program sites are served in west Louisville.

**Metro Parks & Recreation** – Louisville Metro Parks & Recreation has numerous initiatives to get more children outside, in nature, including the Teen Adventure Camp (50% of participants are from west Louisville) and the annual Canoemobile Education Day (90% of participants are from west Louisville).

- **West Louisville Outdoor Recreation Initiative** – In 2015, Metro Parks & Recreation completed a master planning process to support the development of a nature-based outdoor recreation and educational program and learning center in the Shawnee neighborhood. Mayor Fischer allocated \$225,000 in FY17 CDBG funding for completion of design for the Shawnee Outdoor Learning Center, home to this program. Satellite programs will take place in Chickasaw Park, Shawnee Park, Portland Wharf Park and on Shippingport Island.
- **Engaging Children Outdoors (ECHO)** – This grant-funded initiative served 790 students in the 2015-16 school year. Managed by Jefferson Memorial Forest staff, ECHO provides 4th grade students with meaningful experiences to help them develop a closer relationship with their environment. The ECHO program has added Coleridge-Taylor Elementary in the Russell neighborhood for the 2016-2017 school year.

**Louisville Free Public Library** – Reaching Kids and Families – LFPL works to meet the educational needs of west Louisville, with programs including the Summer Reading Program; 1000 Books Before Kindergarten, which this summer had a special emphasis on increasing outreach and enrollment in west Louisville for Summer 2016; Share 100 Stories Before 4th Grade; Family Education Learning Center; and the Cultural Pass, which provides children free access to 30 of the region’s greatest cultural attractions. Newer library programs include the Family Education and Learning Center that started in September of 2015 and Read 20 to Your Bunny that will begin in 2017.

**Kentucky Youth Career Center** – With offices open to youth, ages 16 to 21, for the purpose of providing training to help find employment now, while planning for their future. Youth receive resume building and interview preparation, career counseling, college preparation, job training, financial assistance and cash incentives for passing GED and other program components. This supports the 21st Century Workforce and Talent pillar of the Mayor’s Cradle to Career initiative.

**Cultural Pass** – Launched in 2014, the Cultural Pass is a collaborative effort among Louisville Metro Government, the Gheens Foundation and Louisville Free Public Library (LFPL) that provides children free access to 30 of the region’s greatest cultural attractions. 8,200 passes were distributed to children living in west Louisville during Summer 2015, providing children exposure to new opportunities to museums, plays, art and other cultural and educational enrichment activities and destinations.



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